

customers as well as residential users. Electric and water connections are counted as one where the same customer has both.)

Financial and other business people interviewed in connection with this report agree that growth is occurring in Maiden. New homes are being built in larger numbers since the 1960 census than in the years just prior, although there are indications that many of the new homes are just outside, rather than within, the town limits. Other general business, including retail trade, has increased, although there could be improvement in the variety of retail trade types available. This will be discussed in more detail in a later section.

Factors outside the town of Maiden also offer their influence toward changing the population and economic trends from the limited increases between 1940 and 1960. For example, Lake Norman, a hydroelectric project built by Duke Power Company, reaches to within ten miles of downtown Maiden. With over 32,000 acres under water when full, this is the largest lake in the state and offers many opportunities for recreation and other related growth potential. Being the nearest town to the western side of this lake, Maiden offers good residential potential for retirees or for workers who may want to get away from the more urban centers of Hickory (18 miles away) or Charlotte (35 miles away). The existing and proposed steam-electric generating facilities around Lake Norman also add to the industrial capability of this part of the state.

The entire region in which Maiden is located is considered a very favorable situation as far as future growth is concerned. In a recent study of the Catawba County area by Traffic and Planning Associates of Hickory, N.C., the "Catawba Region" of